

Clipper Wins 7 Press Awards

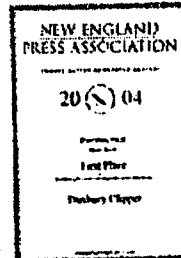
General excellence, editorial
page among NEPA honors

The *Duxbury Clipper* was honored with seven awards from the New England Press Association (NEPA) on Saturday, including top honors for its editorial page and advertising campaign.

The *Clipper* was also named a finalist in the prestigious "general excellence" category, which recognizes the top newspapers in New England by circulation class.

NEPA judges called the removal of yellow ribbons at Round Pond a "hot topic" for citizens as evidenced by the

continued on page 6.



The Clipper Wins 7 New England Newspaper Awards

continued from page one

Clipper's July 28 editorial page. Citing a "well-written editorial," use of a humorous cartoon and "a myriad of letters condemning the action," the judges awarded it first place in one of three weekly categories.

The paper was also awarded with another top finish in the weekly category for its series of advertisements featuring testimonials from local business owners on why they advertise in the *Clipper*. Judges pointed out the ads as a "great idea" to get customers of the publication involved and also to speak to others about the paper's power to reach the public.

In the separate self-promotion category, the *Clipper* finished third among weeklies of similar size for the advertisement featuring two children crying because their subscription had ended, which judges deemed "a very clever idea."

Among weeklies from all over New England, the *Clipper* finished third in one of the weekly categories for general excellence, with judges calling the paper "what a weekly newspaper should be all about" in their opinion. They pointed out the paper's



GREAT NEWS: *Duxbury Clipper* staff members show off the paper's numerous awards at the New England Press Association's annual 2004 Better Newspaper Contest. The *Clipper* won seven awards in total, including top prize for editorial page and advertising campaign. Attending the award banquet were Josh Cutler, editor; Charles Rogerson, cartoonist; Justin Graeber, *Hanson Express* news editor; Peggy Dostie, copy editor; Keith L. Martin, news editor and Tracy Drew, advertising manager.

“good, in-depth reporting” with plenty of community news and photos that appeal to subscribers.

They also cited the paper’s “Question of the Week” feature as a positive and noted that the “Soaring Seniors” photo of the Duxbury High School Class of 2004 on the front of the June 9 edition

along with graduation coverage was sure to send papers flying off the shelf.

“It also isn’t lost on us [the judges] that this appears to be a locally owned newspaper,” commented the panel. “Excellent work.”

As good as the *Clipper* was in print, it was equally as good online, with the paper’s web-

site also earning third place among weeklies in the best newspaper website competition. Judges recognized the use of up-to-date information and good graphics as part of the website’s appeal.

For its local election coverage, the paper was recognized with a third place award among all weeklies in New England, with judges praising the *Clipper*’s “eye-catching presentation” and “useful information to help make important decisions.”

Rounding out the paper’s seven awards was a second place finish for cartoonist Charlie Rogerson and reporter Keith L. Martin for their infographic displaying the new fee structure at Duxbury schools implemented after last year’s budget sessions. The graphic depicts a student with his sports and other extracurricular equipment waiting for the bus along with the various fees his parents will have to pay.

“Taking a specific boy to explain the cost increase is a good idea,” said judges, noting that readers can relate better to a visual representation than simply an explanation of the increases in fees.

“It’s a great honor for all of us,” said Editor Josh Cutler. “Like the Patriots in the Super Bowl, this truly was a team effort; everyone on the staff played a role.”

The *Clipper*’s sister newspaper, the *Hanson Express*, also picked up a NEPA award on Saturday for reporter Justin Graeber’s business/economic story on the town’s purchase of a former hospital and the tug-of-war with a developer on the project.

NEPA is a trade organization that promotes growth and excellence in community journalism among its 524 member newspapers.

This year’s contest featured nearly 6,000 entries from newspapers throughout New England.

